were rejected under 35 U.S.C. § 101 as being directed to non-statutory subject matter; claims 5, 15, 27 and 39 were rejected under 35 U.S.C. § 112, 1st paragraph as not enabled by the specification; claims 3, 10, 12-32 and 45 were rejected under 35 U.S.C. § 112, 2nd paragraph as indefinite; and claims 1-45, 47 and 49 were rejected under 35 U.S.C. § 103(a) as obvious over WO 97/35280 to Zapa Digital in view of WO 98/47090 to Sony, or in the alternative, as obvious over WO 98/47090 to Sony in view of WO 97/35280 to Zapa Digital.

By this Response and Amendment independent claims 1, 45 and 49 have been amended to be directed to statutory subject matter; claims 5, 15, 27 and 39 are amended and, as amended, arguments are presented traversing the enablement rejections; claims 3, 10, 12, and 45 are amended to obviate their indefiniteness rejections and the indefiniteness rejection of claim 19 is traversed; the obviousness rejections are traversed and arguments in support thereof are provided; claims 2-3, 21, are 33 are amended to clarify the invention; claims 10 and 22, are amended to conform to the amendments previously and/or presently made to their respective parent claims; and newly submitted claims 51-53 are added to claim features of a particularly preferred embodiment of the invention.

It is respectfully submitted that the above amendments introduce no new matter within the meaning of 35 U.S.C. § 132.

Rejections Under 35 U.S.C. § 101

Claims 1-3, 5-11, 45 and 49 were rejected under 35 U.S.C. § 101 as being directed to non-statutory subject matter.

RESPONSE

Independent claims 1, 45 and 49 have each been amended to obviate the rejections. As amended the rejections are respectfully traversed.

Each of claims 1, 45 and 49 has been amended to positively claim a step of displaying an animated advertisement in a web page layer in association with a host web page so that the animated advertisement appears superimposed on the host web page in response to a trigger signal that is independent of the host web page, as suggested by the Examiner. As amended claims 1, 45 and 49 are asserted to now be directed to statutory subject matter. Claims 3 and 5-11, each ultimately dependent from claim 1, are asserted to be directed to statutory subject matter by virtue of the amendments to claim 1.

Accordingly, reconsideration and withdrawal of the rejections is respectfully requested.

Rejections Under 35 U.S.C. § 112, 1st paragraph

The Examiner rejected claims 5, 15, 27 and 39 as not being enabled by the specification.

RESPONSE

Claims 5, 15, 27, and 39 have each been amended to clarify that the animated advertisement --comprises-- a video clip. As amended Applicant respectfully traverses the rejections.

The Examiner asserted during the interview that while he understands how an animated advertisement can be a vector animation script, he does not understand how a "video clip" can have a dynamic shape which moves across the screen. To address the Examiner's concern, each of claims 5, 15, 27 and 39 have been amended to use the open-ended language "comprises" so as to make clear that the animated advertisement may include elements other than just a video clip.

As expressed by the Examiner during the interview and as is understood by those skilled in the art, a video clip is typically displayed into a predefined window of a defined geometry. As acknowledged by the Examiner, a mask can be constructed by a vector graphics script to define a dynamically changing boundary of an object which can be overlaid over a host web page. Applicant respectfully submits, by way of example and not by way of limitation, that by applying such a mask to the predefined window within which the video clip is played, a dynamic boundary of an animated overlay object can be defined on a real-time basis whereby pixels of the video clip which fall within the defined boundary can be mapped over the host web page while pixels of the video clip

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which fall outside the defined boundary of the overlay object can be discarded without obscuring portions of the host web page.

Thus, Applicant respectfully submits that as herein amended each of claims 5, 15, 27 and 39 is enabled such that a person skilled in the art would be able to make and/or use the invention.

Accordingly, reconsideration and withdrawal of the rejections is respectfully requested.

Rejections Under 35 U.S.C. § 112, 2nd Paragraph

The Examiner rejected claims 3, 10, 12-32 and 45 as indefinite.

RESPONSE

Claims 3, 10, 12, 21, and 45 have been amended to obviate the rejections. As amended the rejections are respectfully traversed.

Claim 1 has been amended to claim that the host web page is downloaded to a client computer from a web server and that a web page <u>layer</u> is uploaded to a client computer. Claim 1 does not claim the source from which the web page <u>layer</u> is uploaded to the client computer. Claim 2 has been amended to claim that the web page <u>layer</u> is uploaded to the client computer by "said" web server, whereas claim 3 has been amended to claim that the web page <u>layer</u> is uploaded to the client computer from "a different" web server. As herein amended it is submitted that claim 3 does not conflict

with claim 1 since claim 1 does not claim the source from which the web page <u>layer</u> is uploaded to the client computer.   Claim 3 is therefore asserted to now be in compliance with section 112.

Claim 10 has been amended to claim that the web page layer is uploaded to the client computer during a communications period when the client computer is not sending data. As herein amended claim 10 is asserted to now be in compliance with section 112.

Claim 12 has been amended to correct an error of antecedent basis. Claims 13-20, each ultimately dependent from claim 12, are asserted to be in compliance with section 112 by virtue of the amendment to claim 12.

The rejection of claim 19 is respectfully traversed.

Claim 12, from which claim 19 depends, claims that a communication mechanism is coupled to a processor and is responsive to a redirection call from a client computer connected to the web server during an idle time of the client computer. Claim 12 does not further define what constitutes the term "idle time of the client computer." Claim 19 further limits claim 12 by clarifying that the "idle time of the client computer" is idle communication periods of the client computer. Applicant respectfully submits that claim 19 as originally submitted and as herein resubmitted

without amendment is in compliance with section 112 and further limits base claim 12 by limiting what constitutes "idle time of the client computer" to "idle communication periods."

Claims 21 and 45 have each been amended to correct the noted errors of antecedent basis by changing the word "the" to --a--. As herein amended claims 21 and 45 are asserted to now be in compliance with section 112. Claims 22-32, each ultimately dependent from claim 21, are asserted to be in compliance with section 112 by virtue of the amendment to claim 21.

Accordingly, reconsideration and withdrawal of the rejections is respectfully requested.

Rejection under 35 U.S.C. § 103

The examiner rejected claims 1-45, 47 and 49 as obvious over WO 97/35280 to Zapa Digital in view of WO 98/47090 to Sony, or in the alternative, as obvious over WO 98/47090 to Sony in view of WO 97/35280 to Zapa Digital.

RESPONSE

Applicant respectfully traverses the rejections.

Applicant traverses the rejections because all three prongs for a *prima facie* case of obviousness have not been established for

each of the rejections. For example, all the claim limitations are not present in the cited references, and one of ordinary skill in the art would have no motivation to modify the cited references into the present invention.

To establish a *prima facie* case of obviousness, the Examiner must establish: (1) that some suggestion or motivation to modify the references exists; (2) a reasonable expectation of success; and (3) that the prior art references teach or suggest all the claim limitations. Amgen, Inc. v. Chugai Pharm. Co., 18 USPQ2d 1016, 1023 (Fed. Cir. 1991); In re Fine, 5 USPQ2d 1596, 1598 (Fed. Cir. 1988); In re Wilson, 165 USPQ 494, 496 (C.C.P.A. 1970).

A *prima facie* case of obviousness must also include a showing of the reasons why it would be obvious to modify the references to produce the present invention. See Ex parte Clapp, 277 USPQ 972, 973 (Bd. Pat. App. & Inter. 1985). The Examiner bears the initial burden to provide some convincing line of reasoning as to why the artisan would have found the claimed invention to have been obvious in light of the teachings. Id. at 974.

The fact that references purportedly can be combined or modified is not sufficient to establish prima facie obviousness. (MPEP § 2143.01). The mere fact that references can be combined or modified does not render the resultant combination obvious unless the prior art also suggests the desirability of the combination. *In re Mills*, 916 F.2d 680, 16 USPQ2d 1430 (Fed. Cir. 1990) (Claims

were directed to an apparatus for producing an aerated cementitious composition by drawing air into the cementitious composition by driving the output pump at a capacity greater than the feed rate. The prior art reference taught that the feed means can be run at a variable speed, however the court found that this does not require that the output pump be run at the claimed speed so that air is drawn into the mixing chamber and is entrained in the ingredients during operation. Although a prior art device "may be capable of being modified to run the way the apparatus is claimed, there must be a suggestion or motivation in the reference to do so." 916 F.2d at 682, 16 USPQ2d at 1432.). See also *In re Fritch*, 972 F.2d 1260, 23 USPQ2d 1780 (Fed. Cir. 1992) (flexible landscape edging device which is conformable to a ground surface of varying slope not suggested by combination of prior art references).

Additionally, the fact that the claimed invention is ostensibly within the capabilities of one of ordinary skill in the art is not sufficient by itself to establish prima facie obviousness (MPEP § 2143.01). A statement that modifications of the prior art to meet the claimed invention would have been "well within the ordinary skill of the art at the time the claimed invention was made" because the references relied upon teach that all aspects of the claimed invention were individually known in the art is not sufficient to establish a *prima facie* case of obviousness without some objective reason to combine the teachings

of the references. *Ex parte Levengood*, 28 USPQ2d 1300 (Bd. Pat. App. & Inter. 1993). See also *In re Kotzab,* 217 F.3d 1365, 1371, 55 USPQ2d 1313, 1318 (Fed. Cir. 2000) (Court reversed obviousness rejection involving technologically simple concept because there was no finding as to the principle or specific understanding within the knowledge of a skilled artisan that would have motivated the skilled artisan to make the claimed invention); Al-Site Corp. v. VSI Int'l Inc., 174 F.3d 1308, 50 USPQ2d 1161 (Fed. Cir. 1999) (The level of skill in the art cannot be relied upon to provide the suggestion to combine references.).

The Examiner asserts that it would be obvious to one of skill in the art to combine the Zapa and Sony publications. Although the Zapa publication "may be capable of being modified to download a web page layer during an interstitial period of time, such as suggested by the Sony publication, there is no suggestion or motivation in either the Zapa publication or the Sony publication to do so. In re Mills.

The Examiner asserts that the purported combination is motivated by a desire to transfer smart object animation files to a client computer during idle web browsing periods and to trigger them during interstitial periods as taught by Sony so that ads can be politely displayed while a successive page is being retrieved and loaded.

Applicant submits that the Examiner's asserted motivation is

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misplaced. As claimed in the instant application trigger signals
which activate the embedded animation of the web page layer are
independent of the host web page. (See e.g., claims 1, 45, and 49).
In contrast, the Examiner's purported motivation for making the
combination is dependent on activity related to the host web page.
Thus, the Examiner's asserted motivation in fact teaches away from
the presently claimed invention.

Applicant therefore respectfully submits that the Examiner has
failed to meet the burden of establishing a prima facie case of
obviousness.

Applicant further submits that even if the purported
combination were obvious to a person skilled in the art, the
resultant combination would not correspond to the presently claimed
invention.

The present application, as claimed in independent claims 1,
12, 21, 33, 45, 47, and 49 is directed to methods (claims 1 and
21), a web server (claim 12), a client machine (claim 33) and
program storage devices (claims 45, 47, and 49) for presenting an
animated advertisement superimposed on a host web page and having
an object adapted to run across the host web page without obscuring
or disabling portions of the host web page lying outside a boundary
of the object. As presently claimed in the instant application, a
third-party service is provided whereby a client computer obtains

from a web server a web page layer containing an animated object embedded therein which is overlaid over a host web page in response to a trigger signal. The presently claimed invention provides an internet based distribution system for advertisement products or other animated images which is overlaid over a host web page in response to trigger signals that are independent of the host web page.

As claimed in each of claims 1 and 21, a web page layer that is separate from a host web page has an animated object embedded therein. During an idle time of a client computer a redirection call is placed by the client computer to the web server to download the web page layer containing the animated object to the client computer. In response to a trigger signal that starts the animated advertisement the web page layer containing the animated object is superimposed over the host web page.

As claimed in claim 12, a web server, responsive to a redirection call from the client computer, uploads the web page layer having the animated advertisement embedded therein, to the client computer.

As claimed in claim 33, a client computer is adapted to send a redirection call to the web server during an idle time of the client computer that requests that there be uploaded to the client computer a web page layer, separate from the host web page, containing the animated advertisement having at least one object

adapted to run across the host web page without obscuring or disabling portions of the host web page lying outside a boundary of aid object at any given instant of time.

As claimed in claim 45, a program storage device receives a redirection call from the client computer during an idle time of the client computer requesting that there be uploaded to the client computer a web page layer separate from the host web page and containing the animated advertisement having at least one object adapted to run across the host web page without obscuring or disabling portions of the host web page lying outside a boundary of aid object at any given instant of time. Similarly, as claimed in claim 47, the program storage device sends a redirection call to the server during an idle time of the client computer requesting that there be uploaded to the client computer a web page layer separate from the host web page and containing the animated advertisement having at least one object adapted to run across the host web page without obscuring or disabling portions of the host web page lying outside a boundary of aid object at any given instant of time. As claimed in claim 49, the animated content is embedded in the web page layer, separate from the host web page. Similar to claim 45, as claimed in claim 49, the program storage device receives a redirection call from the client computer during an idle time of the client computer requesting that the web page layer be uploaded to the client computer.

In contrast, the cited Zapa publication (WO 97/35280) discloses an application software for creating images, sprites, animations and visual effects. The Zapa publication does not distribute a web page layer having an animated object embedded therein as claimed in the instant application. To the contrary, in the Zapa publication scripts are loaded to a client computer and are implemented locally therein to create 3D floating objects.

The instant application, as presently claimed, discloses a system for the distribution of animated objects over a large network. Unlike the Zapa application which is an application or set of tools for rendering 3D animated objects, the presently claimed invention obtains animated objects from a server and distributes the animated objects to end users.

Accordingly, reconsideration and withdrawal of the rejections is respectfully requested.

Newly Submitted Claims

Newly submitted claim 51 corresponds to claim 3 written in independent form and claims that the host web page and the web page layer are provided to the client computer from different web servers.

Newly submitted claim 52-53 correspond to claims 45 and 49, respectively, with the further limitation that the host web page and the web page layer are provided to the client machine from

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different web servers.

Claims 51-53 are asserted to be patentable over the cited prior art because neither the cited Zapa publication nor the cited Sony publication disclose that the client computer obtains a host web page and a web page layer from different web servers, respectively.

MISCELLANEOUS

It is noted to the Examiner that the cited published International Patent Application WO97/35280 corresponds to, and is cumulative of, the following U.S. Patents to Gever et al.: 6,329,994 (granted Dec 11, 2001) and 6,331,861 (granted Dec. 18, 2001).

CONCLUSION

In light of the foregoing, Applicant submits that the application is in condition for allowance. If the Examiner believes the application is not in condition for allowance, Applicant respectfully requests that the Examiner contact the undersigned attorney if it is believed that such contact will expedite the prosecution of the application.
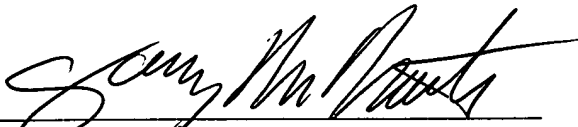
Respectfully submitted,

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Attachment "A"
(Marked-Up Copy of Amended Claims)

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1.   (Twice Amended) A method for presenting an animated

advertisement on a web page, comprising:

(a)   <u>downloading a host web page to a client computer from a</u>

<u>web server,</u>

<u>(b)</u>   obtaining an animated content having at least one

object adapted to run across [a] <u>the</u> host web page

[downloaded by a client computer from a web server]

without obscuring or disabling portions of the <u>host</u> web

page lying outside a boundary of said objects at any

given instant of time,

<u>(c)</u> [(b)]   embedding the animated content in a web page layer

that is separate from the host web page,

<u>(d)</u> [(c)]   receiving a redirection call from the client

computer during an idle time of the client

computer requesting that the web page layer be

uploaded to the client computer,

<u>(e)</u> [(d)]   uploading said web page layer to the client

computer responsive to said redirection call

[for]<u>,</u>

<u>(f)</u>   displaying an animated advertisement content in said

web page layer in association with the host web page so

that the animated advertisement appears superimposed on

$\beta1$
cond.

the host web page in response to a trigger signal that

is independent of the host web page.

$\beta2$

2.   (Amended) The method according to Claim 1, wherein the

web page layer is [downloaded] uploaded to the client computer by

said web server.

3.   (Amended) The method according to Claim 1, wherein the

web page layer is [downloaded] uploaded to the client computer by

a different web server.

$\beta3$

5.   (Amended) The method according to Claim 1, wherein the

animated advertisement [is] comprises a video clip.

$\beta4$ sub C1

10.   (Amended) The method according to Claim 1, wherein step

[(b)] (d) is performed during [idle] a communication period when

[periods of] the client computer is not sending data.

$\beta5$

12.   (Twice Amended) A web server for presenting an animated

advertisement on a web page, the web server comprising:

a processor for embedding the animated advertisement in a

web page layer that is separate from [the] a host web page and

contains an animated advertisement content containing at least

one object adapted to run across the host web page without

obscuring or disabling portions of the <u>host</u> web page lying

outside a boundary of said objects at any given instant of time,

B5
conc.

a memory coupled to the processor and storing the web page

layer therein,

a communication mechanism coupled to the processor and

responsive to a redirection call from a client computer connected

to the web server during an idle time of the client computer

requesting that the web page layer be uploaded to the client

computer for successively and separately uploading the host web

page and the web page layer to the client computer.

B6

15.   (Amended) The web server according to Claim 12, wherein

the animated advertisement [is] <u>comprises</u> a video clip.

B7

21.   (Twice Amended) A method for presenting an animated

advertisement on a web page, the method comprising:

    (a)   downloading a host web page from [the] <u>a</u> web server,

    (b)   sending a redirection call to the web server during an

           idle time of the client computer requesting that there

           be uploaded to the client computer a web page layer

           separate from the host web page and containing the

           animated advertisement having at least one object

           adapted to run across the host web page without

           obscuring or disabling portions of the host web page

lying outside a boundary of said objects at any given

instant of time,

(c)   superimposing the web page layer over said host web

page, and

(d)   applying a trigger signal for starting the animated

advertisement.

_B7_
concl.

22.   (Amended) The method according to Claim 21, wherein

steps [(b) and] (c) _and (d)_ include running an application

program for compiling the web page layer and applying the trigger

signal.

_B8_

27.   (Amended) The method according to Claim 21, wherein the

animated advertisement [is] _comprises_ a video clip.

_B9_

33.   (Twice Amended) A client machine for presenting an

animated advertisement on a web page, the _client_ machine

comprising:

a processor,

a memory coupled to the processor,

a communication mechanism coupled to the processor for

downloading a host web page from a web server to said memory and

for sending a redirection call to the web server during an idle

time of the client computer requesting that there be uploaded to

_B10_

the client computer a web page layer separate from the host web

page and containing the animated advertisement having at least

one object adapted to run across the host web page without

obscuring or disabling portions of the host web page lying

outside a boundary of aid object at any given instant of time,

a triggering unit coupled to the processor for applying a

trigger signal for starting the animated advertisement, and

an overlay mechanism coupled to the triggering unit and

responsive to the trigger signal for superimposing the web page

layer over said host web page.

39.   (Amended) The client machine according to Claim 33,

wherein the animated advertisement [is] comprises a video clip.

45.   (Twice Amended) A program storage device readable by

machine, tangibly embodying a program of instructions executable

by the machine to perform operations for presenting an animated

advertisement on a host web page, said operations comprising:

(a)   uploading the host web page to a client computer

connected to [the] a web server,

(b)   receiving a redirection call from the client computer

during an idle time of the client computer requesting

that there be uploaded to the client computer a web

page layer containing an animated advertisement

containing at least one object adapted to run across

the host web page without obscuring or disabling

portions of the host web page lying outside a boundary

of said object at any given instant of time,

(c)   separately uploading the web page layer to the client

computer, and

(d)   displaying the animated advertisement in said web page

layer in association with the host web page so that the

animated advertisement appears superimposed on the host

web page in response to a trigger signal that is

independent of the host web page.

---

49.   (Twice Amended) A program storage device readable by

machine, tangibly embodying a program of instructions executable

by the machine to perform operations for presenting an animated

advertisement on a host web page, said operations comprising:

(a)   obtaining an animated content having at least one

object adapted to run across a host web page downloaded

by a client computer from a web server without

obscuring or disabling portions of the web page lying

outside a boundary of said objects at any given instant

of time,

(b)   embedding the animated content in a web page layer that

is separate from the host web page,

(c) receiving a redirection call from the client computer

during an idle time of the client computer requesting

that the web page layer be uploaded to the client

computer,

B13
cond.

(d) uploading said web page layer to the client computer

responsive to said redirection call [for]⌐

(e) displaying an animated advertisement content in said

web page layer in association with the host web page so

that the animated advertisement appears superimposed on

the host web page in response to a trigger signal that

is independent of the host web page.

Attachment "B"
(Clean Copy of Amended and Newly Submitted Claims)

1.   (Twice Amended) A method for presenting an animated advertisement on a web page, comprising:

(a)   downloading a host web page to a client computer from a web server,

(b)   obtaining an animated content having at least one object adapted to run across the host web page without obscuring or disabling portions of the host web page lying outside a boundary of said objects at any given instant of time,

(c)   embedding the animated content in a web page layer that is separate from the host web page,

(d)   receiving a redirection call from the client computer during an idle time of the client computer requesting that the web page layer be uploaded to the client computer,

(e)   uploading said web page layer to the client computer responsive to said redirection call,

(f)   displaying an animated advertisement content in said web page layer in association with the host web page so that the animated advertisement appears superimposed on the host web page in response to a trigger signal that is independent of the host web page.

2.   (Amended) The method according to Claim 1, wherein the
web page layer is uploaded to the client computer by said web
server.

3.   (Amended) The method according to Claim 1, wherein the
web page layer is uploaded to the client computer by a different
web server.

5.   (Amended) The method according to Claim 1, wherein the
animated advertisement comprises a video clip.

10.   (Amended) The method according to Claim 1, wherein step
(d) is performed during a communication period when the client
computer is not sending data.

12.   (Twice Amended) A web server for presenting an animated
advertisement on a web page, the web server comprising:

a processor for embedding the animated advertisement in a
web page layer that is separate from a host web page and contains
an animated advertisement content containing at least one object
adapted to run across the host web page without obscuring or
disabling portions of the host web page lying outside a boundary
of said objects at any given instant of time,

a memory coupled to the processor and storing the web page

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layer therein,

a communication mechanism coupled to the processor and responsive to a redirection call from a client computer connected to the web server during an idle time of the client computer requesting that the web page layer be uploaded to the client computer for successively and separately uploading the host web page and the web page layer to the client computer.

15. (Amended) The web server according to Claim 12, wherein the animated advertisement comprises a video clip.

21. (Twice Amended) A method for presenting an animated advertisement on a web page, the method comprising:

(a)   downloading a host web page from a web server,

(b)   sending a redirection call to the web server during an idle time of the client computer requesting that there be uploaded to the client computer a web page layer separate from the host web page and containing the animated advertisement having at least one object adapted to run across the host web page without obscuring or disabling portions of the host web page lying outside a boundary of said objects at any given instant of time,

(c)   superimposing the web page layer over said host web

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page, and

(d)   applying a trigger signal for starting the animated

advertisement.

22.   (Amended) The method according to Claim 21, wherein

steps(c) and (d) include running an application program for

compiling the web page layer and applying the trigger signal.

27.   (Amended) The method according to Claim 21, wherein the

animated advertisement comprises a video clip.

33.   (Twice Amended) A client machine for presenting an

animated advertisement on a web page, the client machine

comprising:

a processor,

a memory coupled to the processor,

a communication mechanism coupled to the processor for

downloading a host web page from a web server to said memory and

for sending a redirection call to the web server during an idle

time of the client computer requesting that there be uploaded to

the client computer a web page layer separate from the host web

page and containing the animated advertisement having at least

one object adapted to run across the host web page without

obscuring or disabling portions of the host web page lying

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outside a boundary of aid object at any given instant of time,

a triggering unit coupled to the processor for applying a

trigger signal for starting the animated advertisement, and

an overlay mechanism coupled to the triggering unit and

responsive to the trigger signal for superimposing the web page

layer over said host web page.

39.   (Amended) The client machine according to Claim 33,

wherein the animated advertisement comprises a video clip.

45.   (Twice Amended) A program storage device readable by

machine, tangibly embodying a program of instructions executable

by the machine to perform operations for presenting an animated

advertisement on a host web page, said operations comprising:

(a)   uploading the host web page to a client computer

connected to a web server,

(b)   receiving a redirection call from the client computer

during an idle time of the client computer requesting

that there be uploaded to the client computer a web

page layer containing an animated advertisement

containing at least one object adapted to run across

the host web page without obscuring or disabling

portions of the host web page lying outside a boundary

of said object at any given instant of time,

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(c)   separately uploading the web page layer to the client

computer, and

(d)   displaying the animated advertisement in said web page

layer in association with the host web page so that the

animated advertisement appears superimposed on the host

web page in response to a trigger signal that is

independent of the host web page.

49.   (Twice Amended) A program storage device readable by

machine, tangibly embodying a program of instructions executable

by the machine to perform operations for presenting an animated

advertisement on a host web page, said operations comprising:

(a)   obtaining an animated content having at least one

object adapted to run across a host web page downloaded

by a client computer from a web server without

obscuring or disabling portions of the web page lying

outside a boundary of said objects at any given instant

of time,

(b)   embedding the animated content in a web page layer that

is separate from the host web page,

(c)   receiving a redirection call from the client computer

during an idle time of the client computer requesting

that the web page layer be uploaded to the client

computer,

(d)   uploading said web page layer to the client computer responsive to said redirection call,

(e)   displaying an animated advertisement content in said web page layer in association with the host web page so that the animated advertisement appears superimposed on the host web page in response to a trigger signal that is independent of the host web page.

Please enter newly submitted claims 51-53, as follows:

51.   (Newly Submitted) A method for presenting an animated advertisement on a web page, comprising:

(a)   downloading a host web page to a client computer from a web server,

(b)   obtaining an animated content having at least one object adapted to run across the host web page without obscuring or disabling portions of the host web page lying outside a boundary of said objects at any given instant of time,

(c)   embedding the animated content in a web page layer that is separate from the host web page,

(d)   receiving a redirection call from the client computer during an idle time of the client computer requesting

that the web page layer be uploaded to the client

computer from another web server,

(e) uploading said web page layer to the client computer

responsive to said redirection call,

(f) displaying an animated advertisement content in said

web page layer in association with the host web page so

that the animated advertisement appears superimposed on

the host web page in response to a trigger signal that

is independent of the host web page.

52. (Newly Submitted) A program storage device readable by

machine, tangibly embodying a program of instructions executable

by the machine to perform operations for presenting an animated

advertisement on a host web page, said operations comprising:

(a) uploading the host web page to a client computer

connected to a web server,

(b) receiving a redirection call from the client computer

during an idle time of the client computer requesting

that there be uploaded to the client computer a web

page layer containing an animated advertisement

containing at least one object adapted to run across

the host web page without obscuring or disabling

portions of the host web page lying outside a boundary

of said object at any given instant of time,

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(c) separately uploading the web page layer to the client computer from another web server, and

(d) displaying the animated advertisement in said web page layer in association with the host web page so that the animated advertisement appears superimposed on the host web page in response to a trigger signal that is independent of the host web page.

53. (Newly Submitted) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform operations for presenting an animated advertisement on a host web page, said operations comprising:

(a) obtaining an animated content having at least one object adapted to run across a host web page downloaded by a client computer from a web server without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time,

(b) embedding the animated content in a web page layer that is separate from the host web page,

(c) receiving a redirection call from the client computer during an idle time of the client computer requesting that the web page layer be uploaded to the client computer,

(d)   uploading said web page layer to the client computer

from another web server responsive to said redirection

call,

(e)   displaying an animated advertisement content in said

web page layer in association with the host web page so

that the animated advertisement appears superimposed on

the host web page in response to a trigger signal that

is independent of the host web page.